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**Abstract of the Disclosure**

An advertisement auction system is presented in which content/opportunity providers 160 announce to  
5 advertisers 144 that they have an opportunity to present an advertisement to a consumer 100. The advertiser 144 transmits ad characterization information which is correlated with the consumer profile. Based on the results of the correlation, the advertisers 144 place bids for the  
10 advertisement opportunity. Upon acceptance of a bid the advertisement is delivered to the consumer 100. The system can be applied to a variety of media including Internet advertisements, advertisements delivered over cable television systems, and printed materials such as magazines  
15 and periodicals. The system allows consumers 100 to receive more targeted advertisements which match their lifestyle and interests, insures advertisers 144 that their ads will be received by the appropriate audience, and allows the content/opportunity provider 160 the ability to maximize  
20 revenue for the advertising opportunity.